

**THE RITE AID FOUNDATION DESIGNATES
BIG BROTHERS BIG SISTERS OF NORTHERN SIERRA
A KIDCENTS CHARITY**

CAMERON PARK, CALIFORNIA – FEBRUARY 2020 – The Rite Aid Foundation has selected BIG BROTHERS BIG SISTERS OF NORTHERN SIERRA to participate in its 2020 KidCents program, which annually supports a select group of nonprofit, kid-focused organizations committed to improving the health and wellbeing of children living in the communities Rite Aid serves.

“We are so grateful to the Rite Aid Foundation for their generous support of one-to-one mentoring in our community, said Lindy Schasiepen, BBBS Events Coordinator and Fund Development Team. “ In addition to being selected as a KidCents charity, we will receive a \$5,000 grant, which will be used to increase the number of children in our programs. This is our first year with the KidCents Foundation and our second year of applying for this grant. How delighted we were to receive the notice that we had been selected in 2020.”

The Rite Aid Foundation welcomed a total of 481 nonprofits to its 2020 KidCents class – its largest class ever.

The number of KidCents charities has more than doubled since the program’s inception in 2014, when 204 nonprofits comprised the inaugural class. Over seven years, The Rite Aid Foundation has contributed a total of more than \$34 million to KidCents charities across the country, thanks to members of Rite Aid’s loyalty program, **wellness+ rewards**, rounding up their in-store or online purchases to donate to KidCents.

“More than 3 million Rite Aid customers actively choose to make meaningful contributions to help children in their communities through KidCents. The program’s growth is a testament to their generosity and commitment to building safer, stronger and more supportive communities for youth across the country,” said Jessica Kazmaier, president of The Rite Aid Foundation and Rite Aid chief human resources officer. “The 2020 KidCents class has the opportunity to prove that change adds up exponentially, and we look forward to helping them achieve their goal of giving kids better lives and brighter futures.”

For a full list of KidCents charities and to learn more about how Rite Aid’s **wellness+ rewards** members can support charities in their own communities, please visit www.kidcents.com.

About Big Brothers Big Sisters of Northern Sierra

We are a nationwide organization that matches children who for one reason or another, might benefit from being paired with a mentor. Our local offices are in Cameron Park and Grass Valley, with administrative offices in Truckee. This enables our organization to assist children in Western Nevada County and North Lake Tahoe. The mentors are called “Bigs” and are older adults or High School students who have pledged their time and effort to helping these children (called "Littles") by providing companionship and guidance, facilitated by spending a certain amount of time each month with them, for one on one personal interaction.

It is estimated there are 9 million children who might benefit from such a relationship.

Statistics reveal the positive repercussions of mentoring:

46% of those in the program versus those not were less likely to use illegal drugs

27% less likely to begin using alcohol prematurely

52% less likely to skip school and 37% less likely to skip a class

33% less likely to physically assault another person

Other benefits from participating in the program and hanging out with a Big include increased self-confidence and better personal relationships with family members.

These figures are derived from a 1995 study by Public/Private Ventures, an independent Philadelphia-based national research organization.

Whether put at risk from single-person households, parent incarceration, abuse or other factors detrimental to their development, these children have a greater chance of making better choices by having someone to guide them with their life challenges.

It is clear these one on one relationships where "Littles" are matched with suitable "Bigs" can make a big difference in the lives and futures of these children.

With safety as an utmost concern when matching adults with children, the Big Brothers Big Sisters' program is carefully administered and held to the highest of standards. The program strives for matches that are not only safe and well suited to each child's needs, but also harmonious, highly beneficial and structured for long term viability.

About The Rite Aid Foundation

Since its inception in 2001, The Rite Aid Foundation has awarded more than \$68 million to nonprofit organizations. Additionally, Rite Aid, through the efforts of its customers, supplier partners and associates, has also raised more than \$92 million for Children's Miracle Network Hospitals across the country since 1994.

About the KidCents Program

Through the KidCents program, which is The Rite Aid Foundation's charitable giving program dedicated to improving the health and wellbeing of children living in the communities Rite Aid services, members of Rite Aid's loyalty program, **wellness+ rewards** can round up their in-store or online purchases to the nearest dollar and donate their change to KidCents. Members can also choose to direct their change to a specific KidCents charity by visiting www.kidcents.com. For more information, visit www.kidcents.com.

About Rite Aid Corporation

Rite Aid Corporation is on the front lines of delivering health care services and retail products to over 1.6 million Americans daily. Our pharmacists are uniquely positioned to engage with customers and improve their health outcomes. We provide an array of whole being health products and services for the entire family through over 2,400 retail pharmacy locations across 18 states. Through EnvisionRxOptions, we also deliver pharmacy benefit management to approximately 1,900 clients and 3.4 million members. For more information, visit www.riteaid.com.

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